

Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 11298 221029Z
ACTION NEA-10

INFO OCT-01 AF-10 ISO-00 EB-08 /029 W
-----123993 221203Z /13

R 220940Z DEC 77
FM AMEMBASSY TEHRAN
TO USDOC WASHDC
SECSTATE WSHDC 6034
INFO USINT BAGHDAD
AMEMBASSY KUWAIT
AMEMBASSY JIDDA
AMEMBASSY CAIRO
AMEMBASSY KHARTOUM
AMEMBASSY LAGOS
USLO RIYADH
AMCONSUL DHAHRAN
USDA FAS WASHDC

UNCLAS TEHRAN 11298

E.O. 11652: N/A
TAGS: BEXP XF NI SU
SUBJ: PROPOSED MISSISSIPPI IOGA BUSINESS DEVELOPMENT MISSION

REF STATE 287840

1. SHOULD TEHRAN BE INCLUDED IN PROPOSED IOGA'S ITINERARY, POST WILL EXTEND USUAL WELCOME AND ASSISTANCE AS IN CASE OF SIMILAR 1975 VISIT. IN 1978 AS THEN, HAVING MISSISSIPPI GOVERNOR WILL ENHANCE STATURE OF VISITING GROUP. IT MUST BE POINTED OUT, HOWEVER, THAT THE PROPOSED IOGA PRESENTS CERTAIN DIFFICULTIES APART FROM FACT THAT A DIVERSITY OF PRODUCTS AND SERVICES SUCH AS IT INCLUDES AUTOMATICALLY MAKES A GROUP DIFFICULT TO PROGRAM OR PUBLICIZE EFFECTIVELY. A NUMBER OF THE PRODUCT AREAS ARE ATTRACTIVE BUT SOME INVOLVE A CONFLICT WITH OTHER PROMOTIONS.

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2. THE FOREIGN AGRICULTURAL SERVICE IS SPONSORING A VISIT TO IRAN BY A U.S. TRADE GROUP IN LATE APRIL THAT WILL INCLUDE SIMILAR AGRICULTURAL SPECIALITIES THAT, IN THE OPINION OF THE AGRICULTURAL ATTACHE SHOULD ADEQUATELY COVER THIS FIELD. THIS DEPARTMENT OF AGRICULTURE PROMOTION WILL ITSELF FOLLOW THE FOOD PROCESSING PACKAGING EQUIPMENT EXHIBITION SCHEDULED FOR THE U.S. TRADE CENTER, MARCH 5-9, 1978.

SIMILARLY, THE WAREHOUSING, PLANT ENGINEERING, AND MAINTENANCE EQUIPMENT SHOW TO BE HELD AT THE TRADE CENTER, JUNE 4-8, 1978 WILL INCLUDE MATERIALS HANDLING EQUIPMENT, WHILE THE COMMERCE-SPONSORED MEDICAL EQUIPMENT TRADE MISSION, WHICH WILL BE IN IRAN THE WEEK OF JANUARY 8 PRESUMABLY WILL PLUMB THE MARKET IN THIS PARTICULAR AREA OF SPECIALIZATION. CONSTRUCTION EQUIPMENT ORDINARILY IS A GOOD THEME DEPENDING UPON THE PRODUCTS INVOLVED, SINCE A NUMBER OF ITEMS ARE CURRENTLY RESTRICTED DUE TO LOCAL PRODUCTION, WHILE FURNITURE OFFERS SOME SELECTED POSSIBILITIES.

3. IN VIEW OF THE GIGHTNESS OF THE GAP BETWEEN THE CLOSING OF THE SOLAR ENERGY TRADE CENTER SHOW ON MAY 4 AND THE OPENING OF THE WAREHOUSING, PLANT ENGINEERING AND MAINTENANCE SHOW ON JUNE 4, THE U.S. TRADE CENTER WILL BE UNAVAILABLE FOR USE AS A SITE BY THE PROPOSED MISSION.
MIKLOS

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Message Attributes

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Disposition Approved on Date:
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